



**AFP LEAD 2024, October 17-19 in Atlanta, Georgia, provides current and emerging fundraising leaders with the tools to be more effective in their organizations and for the causes they support.**



## **The Details**

AFP LEAD is a three-day leadership development conference featuring educational content, interviews with thought leaders, and networking opportunities.

## **The Audience**

AFP membership includes 26,000+ active fundraisers representing a broad range of causes including education, healthcare, community development, and equity and inclusion.

AFP LEAD attracts a high-level attendee audience including AFP chapter leaders, aspiring professionals new to fundraising or on track for leadership roles, and senior professionals looking to hone their leadership skills.

AFP LEAD is projected to draw approximately 500 participants, with many more viewing conference content post-event through on-demand recordings. Recordings are provided free to live participants and available for a fee to others, extending the event and providing additional exposure for your brand.

# Sponsorship and Donation Opportunities

## Sponsorships

**Presenting Sponsor: \$20,000**

**blackbaud®**

**Champion Sponsor: \$15,000**

**Leadership Sponsor: \$10,000 (Limit 3)**

- Tabletop exhibit, located adjacent to General Session hall and conference rooms
- Opportunity to present one education session in the main conference program (subject to schedule availability)
- One (1) pre-conference email blast, for distribution to registered attendees
- Use of registered attendee list (name, title, company and location only)
- Complimentary registration for four (4) attendees
- One (1) Supplemental Promotional Opportunity (listed below)
- Year-round recognition as an AFP Industry Supporter Partner (contact AFP for details)
- Recognition as sponsor through event signage; logo placement in the AFP LEAD attendee program (printed or digital), event website, and conference related emails; and your sponsorship will be recognized by our event host at our general session

**Program Sponsor: \$5,000 (Limit 5)**

- Tabletop exhibit, located adjacent to General Session hall and conference rooms
- Opportunity to present one education session in the main conference program OR One (1) pre-conference email blast, for distribution to registered attendees
- Use of registered attendee list (name, title, company and location only)
- Complimentary registration for two (2) attendees
- Recognition as sponsor through event signage; logo placement in the AFP LEAD attendee program (printed or digital), event website, and conference related emails; and your sponsorship will be recognized by our event host at our general session

**Supporting Sponsor: \$2,500**

- Tabletop exhibit can be added to sponsorship for \$1,500
- Recognition as sponsor through event signage; logo placement in the AFP LEAD attendee program (printed or digital), event website, and conference related emails; and your sponsorship will be recognized by our event host at our general session

## Donations

**\$5,000 Donation**

receives recognition on event signage, on the donation page of the AFP LEAD website, and two complimentary registrations to AFP LEAD 2024

**\$2,500–\$4,999 Donation** receives recognition on event signage, on the donation page of the AFP LEAD website, and one complimentary registration to AFP LEAD 2024

**\$1,500–\$2,499 Donation** receives recognition on event signage and on the donation page of the AFP

## Supplemental Promotional Opportunities

(Sponsorship Required)

- Opening Plenary Session: \$3,000
- Closing Plenary Session: \$3,000
- Opening Reception: \$2,000
- Lunch - Both Days: \$2,000
- Breakfast - Both Days: \$2,000
- Conference App: \$1,500
- Conference Wi-Fi: \$1,500
- Pre or Post-Conference Email Blast: \$1,000

**Contact Us to Get Started!**

[afp@theygsgroup.com](mailto:afp@theygsgroup.com)